


Consumer Behaviour
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Lecture - 31
Consumer Communication (Contd.)

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MODULE 6.6:
CONSUMER COMMUNICATION (2HOURS)

- 6.6.1 Definition and Meaning of Consumer Communication**
- 6.6.2 Components of the Communication Process**
- 6.6.3 The Marketing Communication Process**
- 6.5.4 Designing a Communication Strategy**
- 6.5.5 Integrated Marketing Communication and Models of Communication Strategy**
- 6.5.6 Consumer Communication and Implications for Marketers**

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Today, we will be continuing with our discussion on module 6.6, which is a consumer communication. Yesterday we have discussed the definition and meaning of consumer communication, we have discussed the components of the communication process. We have also, you know, discussed these components in the specific, in the, with specific, you know, reference to marketing. So, we have discussed it as the components of the marketing communication process and we had begun our discussion on how to design a good communication strategy.

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Now, if you recall, in the previous section, we, we have spoken about the basic objectives behind the communication where we said, that the basic objective of any marketer to communicate with the consumer is either, you know, trying to make him aware of the, you know, product or service offerings or to inform him about the product attributes, benefits, features or to you know, create a favorable attitude or towards his product or his brand or to elicit an action or to encourage a purchase. So, these are a few of the objectives behind every communication, you know, marketing communication.

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- A marketer needs to formulate his communication strategy and use his promotion mix judiciously.

-He must formulate a strategy and take **decisions on:**

- i) the **objectives** of the communication;
- ii) the **target** audience;
- iii) the **media**;
- iv) the **message**; and
- v) the **feedback**.

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Now, you know, marketer needs to basically formulate his marketing strategy keeping in the view what is objective is. So, when while formulating his objective or while formulating his strategy for communication or while formulating his communication strategy, he must take decisions with respect to the objectives of the communication, the target audience, the media, the message and the feedback.

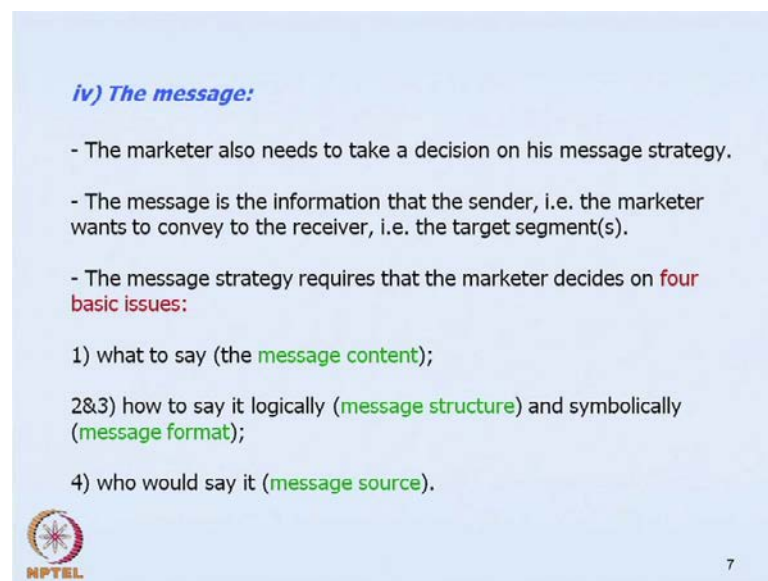
In a, in previous session we have discussed the first three components, which is the objective of the communication, the target audience and the media. We discussed that as an objective. It is either very cognitive, providing information or making the consumer aware or it is, you know, trying to, it is more to do with the effect or the feeling where the marketer tries to develop emotional connect or a feel factor or a good feel factor or a favorable, you know, feeling towards his particular brand or through his ad he tries to encourage a purchase, which is the behavioral component. So, any of these components, either cognitive effect of behavior are, could actually, you know, be the basis for the objectives of the communication.

The second thing, which we discussed with the target audience where we said, it is essentially the target segment for whom the message is designed and we differentiated between the intermediate audience and unintended audiences. And then we moved on to discussing the media where we said, that the marketer must take decision with respect to the kind of media, that he would be choosing, whether he will be going for, for, you

know, impersonal media via you know, print media or the audio-visual broadcast media or if he is going to be communicating, you know, at a personal level interpersonally, either through himself or through his dealers or through a spokesperson or his agents. So, this is where we, we had stopped in the previous discussion.


Today, we will continue with our discussion on the strategy and then we will talk about integrating marketing, communication and certain models or certain communication models for, for, for a communication strategy. And of course, we will round up our discussion with discussing the implications for a marketer. Now, continuing with our, you know, the designing of the communication strategy, we have two more components, which are left and which we will start with. Now, the next components are, which we, on which decision to be taken, is the message itself.

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iv) The message:

- The marketer also needs to take a decision on his message strategy.
- The message is the information that the sender, i.e. the marketer wants to convey to the receiver, i.e. the target segment(s).
- The message strategy requires that the marketer decides on **four basic issues**:
 - 1) what to say (the **message content**);
 - 2&3) how to say it logically (**message structure**) and symbolically (**message format**);
 - 4) who would say it (**message source**).

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Now, the marketer basically needs to take a decision with respect to this message strategy. Message here is what he intends communicating to with his consumers, either the actual consumers or current consumers or the prospects. So, the message is basically the information or that he wants to convey to the target audience or to the target segment.

Now, the message strategy basically requires key decisions with respect to four elements. One, what to say, so here we talk about the message content, so what does a marketer want to say, which is going to be the message content. Second, how does he say it logically and how does he say it symbolically. So, when we talk about how does he say it

logically, we are talking about the message structure. So, how is he going to structure his message, how is he going to convey, what he wants to do so logically. Other decision, which needs to be taken is, how to say it symbolically. So, this basically refers to the message format, how, how, in what way he is going to convey his message symbolically. And the fourth important decision is with respect to who is going to basically, you know, say it, so who will be my message source.

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1. What to say (the message content):

- this depends upon the objective of communication; the marketer needs to assess the objective behind the communication.
- it could range from merely making the consumer aware of the product/service offering and the mix, or to create an interest in him for more information, or to create a desire in him to try out the offering, or to elicit an action (purchase), or to reduce post-purchase cognitive dissonance.

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So, let us first come to the, the, the message, the, the message content or what to say. Now, what is to be told or what is to be communicated to the consumer will basically depend upon the objective of the communication, what is the marketer's objective behind a communication. Now, it could, as we said, just make him aware about the product or you know, service offerings or to create an interest in him about the product category or about the brand or to create an interest in him for acquiring more information. So, it could also lead towards a specific search for information.

So, the marketer would just, you know, start the process by giving some brief, you know, account or brief information and then leave it to the customer to prod deeper into it. So, it could be either creating or making the consumer aware of creating an interest in him about the product category or about the brand or about you know, an effort, to gain more information. It could also relate to, you know, creating a desire in him to buy the product or service offerings or to try out the product or service offering.

It could also, you know, another, another objective could be to actually elicit an action on his part or to, to encourage a purchase on his part and of course, another objective could be to reduce the post-purchase, the cognitive dissonance. So, it could be any or either, all of these objectives, which would actually decide, what is to be said to the target audience or what is to be communicated.

So, you know, you know, the marketer here has to decide on his, on his message content and his message content basically will be in the form of you know, will be based on what the marketer wants to communicate, what does he want to say. Just he, just he wants to, you know, make to create awareness of his product and service offerings or the brand, just he want to create an interest in minds of the consumer about the product category or about the brand or desire for more information. Does he want to create a desire in the consumer minds to try out the product or to you know, to, to, to you know, encourage a purchase or his objectives is aimed at eliciting an action or a purchase process itself, or another objective could be, that he wants to, you know, to make the consumer act now immediately, you know.

So, that is the basis of sales promotion or it could be trying to communicate with the consumer by you know, reassuring the consumer, that he made the right choice, thereby reducing post purchase cognitive dissonance. So, any and all of these could be the, the, the form, the objectives of the communication and it is based on these objectives that the marketer will decide on the content of the message. So, what is to be said, essentially, depends upon the objective of communication.

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2. How to say it logically (message structure) and symbolically (message format):

Message strategy:

- the message strategy relates to the **content and the form** of communication.
- this must be designed keeping in mind the target segment(s).
- The communication content refers to the information that the marketer wants to convey to the target segment(s).
- The information content that the marketer would want to convey would be based on the objective of communication, i.e, cognitive, affective or behavioral.

Creative Strategy:

- the creative strategy relates to the **formatting of the message, in other words, on the method of presentation.**
- it refers to the form that the message takes.
- the message format affects the way in which a message is received, held with interest and assimilated by a receiver, and so it is important that the message designed well and presented properly.



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Now, how to say it is another thing. It is going to talk about saying it in two ways. We are going to talk about it logically and symbolically. So, when we are going to talk about how we are going to say logically, we are talking about the message structure and when we are talking about how to say symbolically, we are talking about the message format. Let us first talk about the message structure and gradually, would our discussion we will be speaking about message format as well.

Now, message strategy is basically the content and the form of communication. Message strategy relates to the content and form of the communication. Now, this has to be designed keeping in mind the target segment or the audience. And of course, the content is what information the marketer wants to convey to the consumer. The information content, as we said, the, the content, the information content, that the marketer would, would be based on the objective for either cognition or affect or behavior.

So, what he wants to say could either relate, could either be knowledge based and be cognitive or it could be, you know, to develop a favorable attitude and good feel. So, it is an effect or it could be to encourage a purchase or to elicit an, elicit an action on the part of the consumer or eliciting a purchase on the part of the consumer. So, any and all of these could form the information content.

Now, the other thing, which is brought in is the creative strategy. It basically relates to the formatting of the message or the method of presentation. So, how are we going to


say, what we want to say. We have a, you know, a strategy; we have, you know, a structure we need to decide it on. We have a, we have a strategy, we have an objective, we have an information content, we have the message content, but now how do we actually present it. So, this presentation or this method of presentation or this formatting of messages actually refer to as the creative strategy. Now, it is in the simpler word, it is form the message will take and it affects the way how the message is received or it is, you know, held with interest or it is simulated and later on recalled by the receiver. So, it is very important, that the message is designed well.

Now, when we are talking about the message structure, the message structure will include, you know, the, the message strategy and the creative strategy. And as we said, the message strategy will be the content and form and the creative strategy will be the method of presentation. So, the creative strategy is as important as the message strategy. While you, while it is important, that you decide what you want to say and how you want to say, it is also very important in the manner, the way in which you are going to make the presentation because the presentation or the manner something in which is presented or the manner in which the message is going to presented, is going to have an impact on creating consumer interest or attention towards the ad, consumer assimilation of what is being said in the ad or in the message, and you know, easy retrieval and recall on the part of the consumer, if he finds the message or if he finds the ad interesting enough.

So, it is very important in that we give a very creative form to the message and it should take decision with respect to the creative strategy, should be taken very carefully. Of course, it will again depend upon the kind of product or service category. In case, if the product is the high involvement product, it is going to be more rational, it is going to be, the message is going to be appreciated if it is rational and presented very, you know, very technically or rationally.

On the other hand, if it is a low involvement product or you know, something, which is medium on involvement, in that case it would be much appreciative if the message is more to do with emotional or fun or social appeal and that is how, it is going to be received and assimilated on the part of the consumer. Of course, even with respect to high involvement products, marketers tend to blend the rational with the emotional to have a greater assimilation on the part of the consumer, greater retention and greater retrieval and greater recall, as and when required.

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-The marketer needs to convey his message through **proper words** (**semantics**) and **sentences** (**syntax**).

-The message must be **clear and precise**, in a language that is understandable by the target segment(s).

-Thus, a marketer needs to keep in mind the personal characteristics of the segment(s) in terms of:

- demographics** (age, education, income, etc)
- psychographics** (motivation, attitude, personality, AIOs etc.) &
- social influences** (culture, sub-culture, family etc), so that the message can be interpreted appropriately.

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So, the message has to be conveyed through proper words and through proper sentence format and so marketer must be very careful, that while he is designing his message, he must take care of the usage of proper words or we call it semantics and the proper sentences, which is syntax. Message must be very clear, very precise, you know, it should be put in simple words and ambiguous terms. Technical terms should be avoided as far as possible because it may lead to you know, it may not lead to, it may lead to perceptual errors, if, if the message is not conveyed through simpler words or through simpler terminology. So, that is one point.

Another is, that the consumer would generally try to avoid such message, which they find incomprehensible, and of course it uses a very purpose of communication of, from, from the marketer. It is very important, that he uses the right kind of words, which is semantic and right kind of sentences, which is syntax and he must be able to use languages, which is clear or simple, precise, short script. In very short time he has to say whatever is meaningful to him because you know, if the advertisement is long, it is going to either in print or in audio-visual; it is going to be enormous amount of cost from the marketer point of view. And from the consumer point of view it means, lesser attention and you know, giving importance. The consumer begin to give importance only to what he finds relevant and he may just block off the other stimuli, perceptual blocking may occur if there is too much information, if there is too much of a clutter.

So, the message must be something, which is very short, simple, precise, clear in the language, which is understandable by the members of the target segment. Of course, it is very important, that culture issues are also taken into mind and you know, the communication is as per the customs, as per traditions, as per the values and norms of the society. So, you know, culturally also there is, they have, marketer has to be very careful, that they do not hurt the sentiment of the people, of their culture, their customs and their traditions. So, the marketer has to keep in mind the personal characteristics in terms of demographics, age, education, income level, psychographics, which is personality, perception, attitude, personality, activities, interests, opinions and social influences, you know, the culture, subculture, cross-culture, family, etcetera.

So, the message can be properly interpreted by the target audience, so it is very important, that message is conveyed both logically and symbolically, conveyed in a very right manner by right use of words, right use of sentences, clear words, simple words and no ambiguity in the message. Short messages, crisp messages and of course, this message could be done keeping in mind target segments, like demographics, psychographics and the social influences, the culture, family and the social values, etcetera.

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Few areas where the marketer needs to give attention in message structure and format are as follows:

a) Message framing:

- the manner in which a message is framed affects its persuasiveness.
- messages can be framed as positively framed or negatively framed.

Positively framed messages are those messages that indicate the **benefits or advantages** that a person can gain by purchasing and using the product/service offering.

- **For example**, Fair and Lovely from HUL is positioned as a fairness cream and the message is a positively framed one, that claims how women can become fair by using the cream.

Negatively framed messages are those which indicate the **benefits lost** or the **disadvantages that a person suffers by not purchasing** and using the product/service offering.

- **For example**, the Complan advertisement shows that children who do not drink Complan remain about 2 inches shorter than those who drink Complan.



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Now, let us come to a few areas where marketers need to give much attention. One, let us talk about message framing. The manner in which the particular message is framed,

will actually have an impact on the persuasiveness. Messages can be positively framed or they can be negatively framed, let us discuss what positively framed messages are.

Those messages, which basically, talk about the benefits, that a person will gain if he purchases a particular product or service offering, will be termed as the positively framed messages. These messages, basically, talk about the utility, talk about the benefits, talk about the advantages, talk about all the goodness, that can happen if you buy a particular product or a brand.

So, you have a fair and lovely, which says, that you know, they have positioned themselves as a fairness cream and they say that, HUL says, you know, they claim if, you know, if you apply this cream, women can become fair and fairness leads to greater social acceptance. So, as, as per the advertisement, so they say, they positioned the cream in such a way, that it leads to, a cream will make a person fairer, more attractive, more lead to social approval and so this kind of a thing, so here it is a positively framed message. So, this is what will happen if we use fair and lovely, so it is a positively framed message.

The negatively framed are those, which basically, talk about the benefits lost if you do not use a particular product or service offering. So, basically, they speak about the disadvantages of not using a product or brand benefits lost of not using a particular product or a brand. So, it basically talks about what happens if we do not buy or if you do not purchase a particular brand x or y. So, that is why, we refer to as the negatively framed message.

We have this very nice advertisement by Complan, which says, that children who do not, you know, researchers claim, that the children who do not, you know, drink, Complan, will remain about two inches shorter than than those who drink Complan. So, this kind of a message is basically a negative framed message.

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Another example that can be discussed is a public message that states "Quitting smoking reduces chances of lung cancer".

This is a **positively framed** message and would be **much more persuasive** than a message that is negatively framed and states "Don't smoke. Smoking causes lung cancer."

Research has shown that positively framed messages generate a greater impact, although both positively and negatively framed messages can be persuasive in nature.

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Also, when we talk about messages, another messages that we can discuss here is, you know, for example, it states, that quitting smoking can reduce chances of lung cancer. So, basically, when we talk about such a message, quitting smoking reduces chances of lung cancer, so this is something, which is negative. You know, it is trying to show, if you do not smoke, this is going to be the advantage or this is going to be, that the benefit, the chances of you getting cancer become reduced.

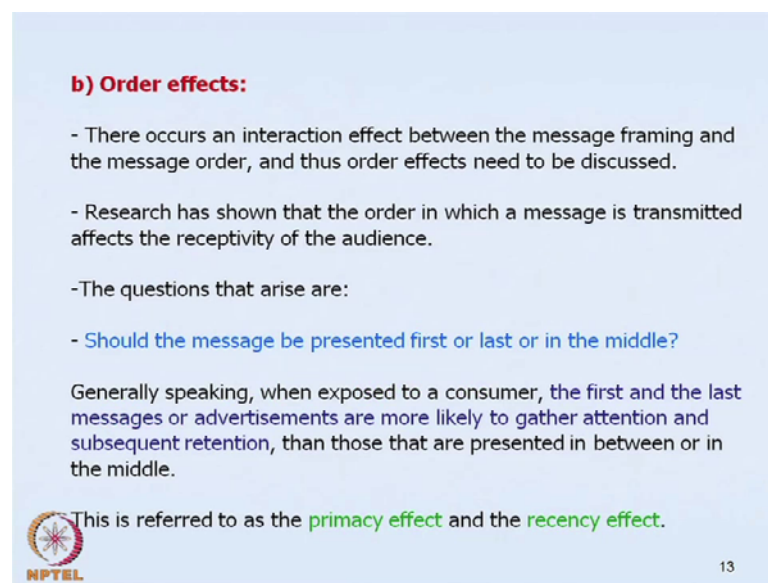
On the other hand, there is, you know, this kind of a message, which will show the benefit of, you know, not smoking is more positive and will be much more persuasive than the message, which says, cigarette smoking causes cancer. So, if we straight away say, tell somebody, that cigarette smoking causes cancer it is something, which probably will be met with lot of resistance, especially from smokers. A smoker blocks themselves of these stimuli, so it is going to be a perceptual blocking. There will be lots of, you know, you know, claims to support, that people who do not smoke also have cancer. So, there is going to be perceptual defense on their part and there will be selective exposure, will flip off such advertisement if at all or changes the channel or you know, flip over the pages of the newspaper. So, all these things will happen. So, this is a kind of message, which does not have an impact at all.

You know, a message like cigarette smoking causes cancer, but if you say the same thing in another way, by, by saying, that you know, if you quit smoking, it reduces the chances

of lung cancer, so it is going to have much greater appeal. Also, when you have such straight messages and we will see a little later, put away straight across, it is going to have a problem, but if we try to link it up with an emotion, you see, what happens to your family if you die of cancer or you know, smoking is going to have an impact on your unborn child or your wife as a passive smoker. So, in those cases impact will be much larger.

They need to think about the message formed, the format, the content it has to come as a flow and this particular flow must be assimilated on the part of the, of the part of the viewer. So, research has basically shown, that positively framed messages, generally they create a greater impact, although both positive and negative can be persuasive in nature. So, if you look at both of these ads, you know, which we have just spoken up, whether it is fair and lovely or whether it is Complan or whether it is cigarette smoking, any or all of these are persuasive in our, but positive message have greater level of, greater level of persuasion than the, the negatively framed ones.

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b) Order effects:

- There occurs an interaction effect between the message framing and the message order, and thus order effects need to be discussed.
- Research has shown that the order in which a message is transmitted affects the receptivity of the audience.
- The questions that arise are:
 - Should the message be presented first or last or in the middle?

Generally speaking, when exposed to a consumer, the first and the last messages or advertisements are more likely to gather attention and subsequent retention, than those that are presented in between or in the middle.

This is referred to as the **primacy effect** and the **recency effect**.

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Now, we come to the second thing in, in second area in which a marketer needs to, you know, give attention to, which is order effects. Order effects here, meaning, it is, it is an interaction between the message framing and the message order. There occurs an interaction always between how you frame the message and how you are going to present it and order in which we going to present it. The manner or the order, you know,

in which a particular message is going to be presented or transmitted will have an impact on the receptivity of the audience. The question, which is a major question here is, should I present it, my ad first or should I present it last, that is should my message be put first or should my message put be last? Generally speaking, order should be in the middle, so it could be any of these, either beginning or end or in the middle.

Now, research has basically shown, that anything, which you present first and anything you present the last are going to have greater receptivity, greater retention and greater recall. So, generally speaking, the first and the last, the messages or advertisements are more likely to gain attention, retention than those who presents in the, in the, towards the, towards the end or, sorry, than those who present in the middle. So, anything, which is in the beginning and in the end will gain more attention, will be, you know and subsequent attention rather than something, which is presented in the middle. Now, this is something, which is referred to as the primacy effect and the recency effect.

Let us talk little bit about what the primacy effect is. When the material is presented first, gives greater retention and recall, it is called the primacy effect. Any material is present, any message is presented first, so it gathers greater attention, greater recall, we call it the primacy effect. And there is something else, we call as recency effect, which is anything, any material, which is presented at the last, it again gains retention and recall. So, this is what we mean by the primacy and the recency. Something, which is presented first and something, which is presented towards the end or in the last, this has implication if you see.


And with, with respect to not only, you know, the consumer recall, but also with, there is, there is another thing, you know, which is related to in terms of cost. You must have noticed, the advertisement in the beginning of the magazine and towards the end of the magazine, either as front cover or back cover, front inner or back inner, they, they have charges. When people convey, the marketer has to pay if places in the ad or on the magazine are much more expensive, that is the reason why there is a change and there is a difference in the rates of the advertisement, which you want to put in into the magazine or into a trade magazine or journal. So, because of this particular, you know, principle, a principle of recency, a principle of primacy, the, the consumer will be more inclined to look at these in the beginning and towards the end. So, that the rates, that are charged by,

by publishing houses for ads to be inserted here are much higher than those, which are put up into the middle pages or somewhere in the magazines.

So, even, even in terms of television those advertisements, which are, you know, which marketers feel they want to grab more attention, such advertisements are placed right in the beginning of the prime time or towards the end of the prime time. So, if your prime time is 9 to 10, you see the maximum advertisement, you know, when the advertisement, which are placed between in the beginning of nine, nine ten, nine fifteen and towards the later part of ten, nine forty-five, nine fifty, ten o' clock, the rates are going to be much more than the rates of advertisement in the beginning.

So, so this is what we call as the primacy and the recency effect and their impact, not only on consumer but also on the cost that the marketer has to incur. So, advertisement placed on the first and the last page and those placed first and last on TV or radio, are recalled much faster than those, which are played in between. However, it also, one also has to mention here, that the impact on order effects is higher in audio-visual media than in the print media. So, this order effect, the implications of the order effect is much stronger in the audio-visual than in the, than in the, you know, print media.

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i) How should product/service attributes and benefits be listed in an advertisement?

- It has been seen that the manner in which product/service benefits are listed also affect target attention, retention and recall.
- This would depend upon the product/service in question as also the target segment(s). If the target segment(s), is low on involvement and interest, the most important attribute/benefit should be listed the first to gather attention.
- However, if the segment(s) is high on involvement and interest, the message can be so designed that it starts with the least important attribute/benefit, gradually moving to the most important (i.e. in an ascending order).

ii) How should favorable and unfavorable information be presented together?

- When both favorable and unfavorable information is to be presented, favorable information should be presented first. It creates space and greater tolerance for the unfavorable information.

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Now, another thing we should, the two more questions, which we need to address when we are talking about the order effect. One is, how should a product or service attributes or benefits be listed in the advertisement and two, how should favorable and unfavorable

information presented together. So, these are two questions in which a marketer needs to address. So, let us talk about the first question first.

How product attributes and benefits should be listed in the advertisement. Now, the manner in which you are going to list, you are going to list the attributes, your features and your benefits, also going to affect the target audience, attention, retention and recall. So, it is going to the way in which we are going to basically talk about the manner in which you are going to list out your attributes, your benefits, your features, are going to impact on consumer attention, retention and recall.

It is very important, that you know, you take the target audience into mind and then take this decision. You know, if the target market is low or rather target segment is low on involvement, in interest, the most important attributes or benefits should be listed the first. They should be listed in the beginning because these people are low involvement and they gradually lose interest in ad. On the other hand, if the segment is high on involvement, the message can be so designed, that it starts the least important attributes and then moves on to discussing the more important attributes.

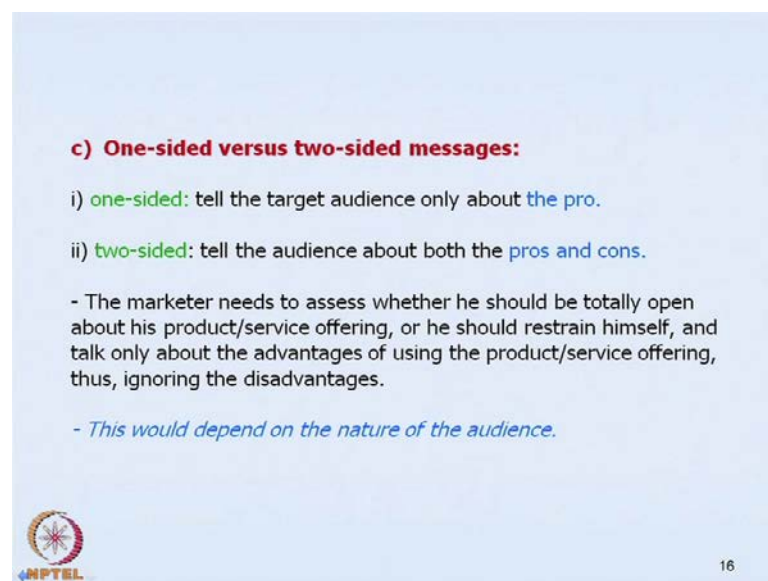
So, as, as a marketer you will have to take this decision on assessing what is the involvement level of the target segment on the audience. In case it is low, try and say what you want to say, you know, what you are stronger on, what attributes you are stronger on, what features you are stronger on, try and state them immediately as you want to start the message. Do not wait because these people are going to gradually lose interest in the ad itself. On the other hand, if people are high on involvement, it means, the level of cognition is higher, need for cognition is higher. Such people you can start with saying what is, you know, you can start by, by stating those benefits, attributes and features where you are, you know, mediocre or neutral or average and then go on to speak about what you are strong on.

So, this is with respect to, how you should be listing your attributes and benefits while you are preparing an advertisement. On the other hand, question we need to address is how should both the information be presented? If you want to present both the favorable and unfavorable information, so how should you put them together? Now, it is generally seen, that when you have to put to say what you want to say something as favorable and something as unfavorable about the product or service offerings, favorable should be,

you know, presented first because if it is favorable information or favorable, you know, favorable information about your product or brand. It is going to increase the level of tolerance for a, for is within the consumer for unfavorable part of the ad, you know, which is going to come later on.

So, whatever is favorable, you say, first this, this favorableness for this particular attributes, benefits or features, where you are strong, tell them, state them the first. So, this is going to develop some predisposition, favorable disposition towards your brand and then come up with the, whatever your mediocre on and whatever you are negative on, so that you know, whatever unfavorable things you want to present, you come with it subsequently, so that the, the favorable information is already created a level of tolerance for the unfavorable information, which is going to come about. So, this is something, which marketers have to take decision on.


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c) One-sided versus two-sided messages:

- i) **one-sided:** tell the target audience only about the pro.
- ii) **two-sided:** tell the audience about both the pros and cons.

- The marketer needs to assess whether he should be totally open about his product/service offering, or he should restrain himself, and talk only about the advantages of using the product/service offering, thus, ignoring the disadvantages.
- *This would depend on the nature of the audience.*



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Another decision, which the marketer has to take is, what kind of messages should be present? You know, should these be one-sided messages or should they be two-sided messages? Now, one-sided messages are messages, which are going to talk about the advantages of the product. They are only going to tell how the message is good, what the message is good and what everything is good about the product they are going to talk of. So, they just concentrate on the pros. Two-sided messages are also going to talk about the disadvantages or the cons of using such a product or such a brand.

So, what does the marketer should do? Should he go to pre say what is good or should he just also mention about where he is bad or where he, he would be, I mean, kind of disadvantage that come about using certain products. This is more to do with certain kinds of, you know, product, that have both, favorable and unfavorable consequences like to, you know, use of, say for example, medicines. So, they are always right, you know. Of course, it is legal for them to mention the counter-effects of using a particular medicine.

So, but but here a medicine is a drug or a product, which a person is forced to take. So, even if the side effects are, you know, there are side effects in, the marketer, the, the, the, the medical company has to, pharmaceutical company has to mention them. There also if we see the manner in which it is done is something, which is very interesting. Many, lot of medicines have a problem, you know, they, they have side-effects, that leads to weight gain. So, the, while initially the trend was to write weight gain, today most of the pharmaceutical companies do not put it this way as weight gain, but they put it as changes in body weight. So, this is left up to the consumer to see what changes in the body weight. It is absolutely, you know open, whether it could be loss of body weight or gain of body weight.

So, you know, people who have skeptical of gaining weight, for them this message is something, is comes like this is not clear, you know. Clearly these companies are meeting the legal requirements by mentioning, yes, there is a problem with the weight. But this could be the marketer, the consumer has to perceive it as, you know, gain in weight or loss in weight. So, that is up to the, how the consumer is going to take it so.

So, coming back here, when we talk about one-sided and two-sided messages, so marketer has to decide, he should be open about his product or service offerings or he should restrict himself and talk only about the advantages and ignore the disadvantages. Now, this would depend upon the target audience.

As I just said, you know, it is left to the consumer to decide what he and how he want to take it. Some consumer are open to, to receiving, you know, the negative or the, you know, disadvantages. If information to them is provided about the disadvantages of using the product or any negative information to them is provided about a product or a brand, it is, they are more receptive to it because they feel, at least, this particular brand owner or

this particular manufacturer is honest to state this. Others also it must be happening, but others are not too straight forward.

Like, for example, you know one of the toothpaste companies said, we are a vegetarian company, vegetarian toothpaste we make. So, this particular company did gain an advantage over, over others because it said, yes, we do it, but it also gave, we give the vegetarian, you know, tooth paste, but it also acted as a disadvantage for many others, where you know, the, the, the, basically the, you know, the truth was out. Most of the toothpaste has certain elements, which, elements could be or certain components, sorry, ingredients, which could be non-vegetarian. It is very fact that these companies have not spoken out about it, you know, openly and this particular company says yes, we are vegetarian. So, here message is framed in such a way, that it becomes favorable towards this brand, which claims to be vegetarian because it openly claimed so and large part of the segment like, you know, the people who are conscious or who do not, who religiously do not have non-veg, were driven towards it, this particular toothpaste.

So, the marketer particular need to assess whether he should be talking about only the pros or he should also be talking about the cons.

Researchers indicated that if segment comprises the people who are positive in nature, who are optimistic, who are friendly, who are loyal to the advertiser's product or brand than one-sided message that stresses only the pros or the favorable, will be more effective. On the other hand, if the audience is pessimistic, critical, unfriendly and disloyal, means he is a switcher, then in that case, a reputational message or you know, two-sided message or a reputational message would be more effective. Such an audience will be more educated and mature enough to understand the pros and cons and they will regard this, the two-sided messages to be more credible because they are stating both the pros and cons.

So, we have to see what is your audience like, whether they would be receptive to, to, you know, only to the one-sided message or they would be receptive to, to, two-sided messages. Some educated, you know, the educated and the more aware customer, in fact, appreciate when both, when two-sided messages are put across because then they feel, that you know, they, they are not being cheated upon and there is higher number of credibility associated with a particular brand than with the others.

So, we, we, many years ago there was this particular drink, of course, the brand exists even today also, which is Limca and about twenty years ago it was being owned by Parle Agro, Parle, Parle Drinks and that was the time when we had Campa Cola and all of these, the major brand exists is the Campa and Thums Up and Limca and that was the time when they said, that these cold drinks contain BVO and you know, this particular brand called Limca said that we are the only brand which do not contain the BVO. So, through these claims, through this message they were trying to say, that yes, others do so and we do not. So, so that is how again we are presenting a message, which people would be more accepting this message because they feel, that at least, you are being honest with them, which others are not being.

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d) Comparative advertising:

- A marketer could position his offering in two ways, one, on the basis of **point of parity**; and two, on the basis of **differentiation**.
- In both these cases, the marketer tries to compare his product/service offering with the competitor.
- When a marketer tries to compare his product/service offering with a competitor, it is called as **comparative advertising**.
- The marketer would exercise some of the following options;
 - i) State how his product/service has the same attributes like other competitive offerings, but the former's offering is **better** than the latter's;
 - ii) State how his product/service has attribute(s), that are **unique** to himself and not possessed by other competitors.
- Through **comparative advertisement**, a marketer tries to **illustrate** the **superiority** of his product/service offering over competitive offerings.



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Now, another thing, another issue, which decision has to be laid on is comparative advertising. Now, we have discussed this section in earlier on, you know, we have discussed positioning and we discussed positioning on parity and positioning on difference and we have also spoken something about the competitive point of parity and we have also discussed something on point of differentiation. So, marketer could basically position his offerings, either on the basis of parity or on the basis of difference.

So, what he is trying to do in both the cases? He is trying to, you know, compare himself with the competitor and when a marketer tries to compare his product or his service

offerings or his brand, you know, with a competitor we call it the comparative advertising.

Now, while doing that he has some options. One, he could say how his, you know, product or his brand is better to than that of the competitor. So, he tries to see to say yes, we are better because we have this. So, you know, Horlicks says, that you know, that we are better because we, you know, we have lesser content of fat or carbohydrate in our drink than other, you know, Complan or Boost or something like that. So, they try and say how better they are.

Another way of trying to, you know, another way of advertising, another approach that companies can follow is by showing them how unique they are from the competitor. So, how, it is not question of better, it is the question of being unique. So, you have two approaches, either through comparative advertising. You portray, that you are better or you try and portray, that you are different. So, there are lot of, you know, cases where we see a point of differentiation, where say, Savlon says, that (()). So, here we have to know when Dettol burns, Dettol stinks once applied on the wound, Burnol does not.

So, so here, through comparative advertising what the marketer tries to do is, he tries to illustrate the superiority of his brand over other competitive brands. Now, while doing this marketer has to be very, very careful because sometimes, you know, marketer's effort can backfire to the competitor's disadvantage. You know, there is sometimes, you know, that the marketer tries to use comparative advertising and he tries to depict how unique he is and how better he is and how special he is than the other brand, which exists. But it, it not only leads to, you know, publicity or you know, communication stunt, which is, which is going to help them, but it also helps the competitor's brand because it leads to recall of competitive brand. Often it may lead to confusion in the minds of the consumer who may not be able to actually differentiate between the two brands or the advertisement of the two brands and that leads to confusion leading to a brand recall for the competitive brand and resulting in a purchase, which is favorable to the competitor rather than to this particular marketer.

We have classic examples of, you know, the more, Eveready and Duracell batteries where Bunny rabbit did create a state of confusion on the minds of the consumer and the consumers often, you know, bought the you know, Eveready when they were actually

supposed to be buying Duracell. Similarly, is the advertisement for Sprite and Mountain Dew, the advertisement of Sprite and Mountain Dew because of the bottle or because of the package being similar and the color of the drink being similar often leads to lot of confusion and people, you know, end up buying a Mountain Dew and they actually wanting a Sprite.

So, these are some problems, which happens when they are trying to, you know, to say yes, either on the basis of category point of parity or competitive point of parity or on point of difference. When you are trying to differentiate yourself through comparative advertising, you may face these problems.

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e) Advertisement appeals:

- In order to present a message symbolically, a marketer needs to use "appeals".

Advertisement appeals could be of various kinds, viz. factual, emotional (humorous, agony etc.).

- Marketers use two kinds of appeals, viz., **informational, factual or rational, and emotional.**
- Another appeal that is often adopted is the "slice-of-life", where the objective is to use themes that relate to problems and issues faced by the target on a day-to-day basis, for example, ink running out of a pen while the exam is on, or, the shoe getting broken while one is walking etc.

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Now, the next thing, which is very important and relevant for us, is in terms of the advertisement appeals. In order to present a message symbolically, the marketer, you need to use appeals. Appeals could be of various kinds, they could be factual or rational or logical appeals or they could be emotional appeals, which could be related to you know, either social appeals or humor appeals or fun appeals or agony appeals. So, basically, marketers use two kinds of appeals, information or rational or factual appeals and emotional appeals.

Another appeal, which is very commonly used by the marketer is, is, is, is known as something called as slice-of-the-life commercial, where everyday problems, day-to-day problems are depicted and you know, the consumer tries and a connect is tried to

establish between these problems and the product, which, the usage of which may help them prevent such problems or solve such problems like.

So for example, you are walking on a road or a street and suddenly your, you know, your slipper breaks, you know, it tears apart. So, there is Paragon, which says, that you know, (()) or you know, there is, suddenly on the street you are walking and you develop a headache, so you have a Disprin or an Asprin or you are writing in the exam, the ink, or suddenly the pen runs out of the ink. So, these are day-to-day problems and very common problems, which are related to the common man. And these advertisements are actually designed in a manner, so that a consumer can relate this, his problems with the product, which can act as a remedy to his problem and so we call such appeals as slice-of-life or slice-of-the-life appeals and they are put into advertisement where we call it as slice-of-the-life commercial.

So, basically you have, majorly you have two appeals, one is the factual, rational and logical appeal and second is the emotional appeal, and of course, there is this slice-of-the-life appeal, which is also used. Now, which of these appeals, which of these appeals you will use will be based upon three things: one, the kind of process or service offerings, is it of high involvement product or a low involvement product; two, the, the kind of target audience; so and three, the product.

So, here first is the product; second, it is whether a high involvement product or a low involvement product, meaning, the level of involvement; and three, the target audience, in case the product is a high involvement product. Now, the product or service question is high involvement product and the target audience is something, which is very mature audience, very rational, very logical, you know, factual, in such kinds of cases you would basically use a rational appeal or a logical appeal or a, or a, you know, very factual appeal. On the other hand, in case of product is something a day-to-day usage or something you do with usage, with friends or with people around you and it is more to do with low involvement, in those cases you will use an emotional appeal, which will include a fun pressure or an agony or any of these. So, in the case all depends upon the product or service, the level of involvement and the target audience.

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Advertisement Appeals		
Appeal	Meaning and Relevance	Example
1. Factual and logical Appeal	Information oriented. Appeal is relevant for: -High-involvement purchase situations - Inner directed personality types -Innovators, and early adopters. -Print advertisements in newspapers and magazines, brochures, catalogs.	Shopping goods: Electronics, Laptops. Specialty goods: Paintings, Fashion Apparel. Laptops. Eg. Dell
2. Social Appeal	Socially oriented Appeal is relevant for: - Social and public issues/areas of concern - Socially directed or other directed personality types - Early majority and late majority. -Audio-visual advertisements.	Social issues: Pulse polio, Child literacy, AIDS. Convenience goods like Cereal, Cosmetics and Toiletries, Beverages.

Now, let us come to a few appeals and we will see, we will relate them to some examples. So, you have a factual appeal and logical appeal, which is going to be more information oriented, relevant for high involvement purchase decisions, inner directed personality types, innovators and early adopters and the, the print media should be, advertisement in newspapers and in magazines, brochures and catalog. And you have such products like shopping goods, which could be electronics or laptops or specialty goods like fashion apparel, laptops, etcetera. So, you will use a factual or a logical appeal for such kind of product, which, which holds such relevance for, for the marketer.

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Advertisement Appeals		
Appeal	Meaning and Relevance	Example
3. Emotional Appeals	Feeling. Humor, Agony and Fear -Audio-visual advertisements.	
- Humorous appeal	Humor appeals are highly persuasive appeals. -It is believed that humor attracts attention, and retention, and encourages recall. -It is used carefully, as some people believe that a humorous appeal could lead to ridicule and subsequent embarrassment for the brand. -It works well with low-involvement purchase situations.	Alpenliebe advertisement with Kajol.
- Agony appeal	-Agony appeals depict pain and agony; they could depict pain, suffering and discomfort due acidity, indigestion, headache, muscle pull, burns etc. -They show how a person is relieved of such suffering through usage of a medicinal drug. -They are highly persuasive.	Crocin Saridon Burnol Eno Pudin Hara

On the other hand, you have social appeal, which, which is, is more socially oriented appeal, would be relevant for social and public issues areas are concerned. They are directed to socially directed people or other directed people in terms of adopter. It is essentially directed towards early majority and late majority and the kind of advertisement, which you float, will be generally on audio-visual, through audio-visual ads.

So, with respect to such examples, products, which actually could be positioned or presented through social appeal are, say, social issues like pulse polio or child literacy or prevention of AIDS and convenience goods, like cereals, cosmetics, toiletries or beverages. We also have other emotional appeals, other appeals, another appeal, which we have, we will discuss emotional appeals. In emotional appeals we talk about the humor appeal and the agony appeal and the fear appeal.

So, a humor appeal is, you know, highly persuasive appeal and they say, that humor attracts, that in maximum amount of attention, retention and recall. However, it has to be used very carefully because it could lead to some kind of ridiculer embarrassment for the brand and essentially, humor will work best, work best with low involvement purchases situations. So, you have Alpenliebe advertisement with Kajol with essentially a humorous appeal.

Agony appeals are, which depict the pain, agony, suffering, discomfort. So, any kind of suffering and discomfort, either due to indigestion, headache, muscle pull, burns, etcetera. So, it basically try to show how a person is relieved of such an agony through use of a medical drug, like paracetamol or Crocin or Saridon or Burnol or Pudina Hara or Eno. So, these are all examples, which are actually products, which have been, which, the advertisements of, which have used the agony appeal.

Fear appeal basically illustrates a feeling of fear and insecurity at non usage of the product. It is a negatively framed message. The appeal should be very mild. Strong appeal, the strong fear appeals tend to be less effective than the mild ones. In fact, strong, strong fear appeals are, may lead to perceptual defense as well.

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Advertisement Appeals		
Appeal	Meaning and Relevance	Example
3. Emotional Appeals	Feeling. Humor, Agony and Fear -Audio-visual advertisements.	
- Fear appeal	<p>-Fear appeals illustrate a feeling of fear and insecurity at non-usage of a product/ service, i.e. it is a negatively framed message.</p> <p>-The appeal should be mild; strong appeals tend to be less effective than mild ones.</p> <p>-Strong fear appeal: An advertisement that states that smoking leads to lung cancer would be threatening to a smoker, who would block such messages: selective attention, or would try to refute such claims or messages.</p> <p>-Mild fear appeal: The consumers are more receptive to a mild appeal, and there exists a positive relationship with persuasiveness.</p>	<p>Cigarette smoking leads to lung cancer.</p> <p>Non-usage of Pepsodent leads to tooth decay.</p>

So, strong fear appeal, for example, advertisement, that says smoking leads to cancer, as we just said short while ago, also would be threatening. It could be selective attention or perceptual defense. On the other hand, mild fear appeal, more, more receptive and accepted, I mean, more, more persuasive. So, you have examples, which depict, which actually show a fear appeal. You have products like Pepsodent, which says, non-usage of Pepsodent leads to tooth decay. So, you have (()), this is the tag line, which, which the Pepsodent had, which basically shows, how, how, how it basically depicts fear of, you know, of the consequences of not using Pepsodent for your child, which could lead to tooth decay.

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3. Who would say it (message source):

Formal source of communication:
-include the company (marketer), viz, both public and private organizations, those working not-for profit, as well as those working for-profit, commercial organizations, government organizations as well as non-governmental organizations.

Informal source of communication:
-include family, friends, peers, colleagues and people in our reference group, who provide us with information and advice about a product/service, (word-of-mouth communication).

Research has shown that consumers rely more on informal sources of communication.

The message could be communicated through a celebrity (film star, sportsman, etc), a company spokesperson (the founder, CEO or the salesperson), or an expert (dentist, nutritionist etc.).

 The message source needs to be credible, otherwise, the message loses its persuasiveness.


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Now, apart from, apart from what to say and how to say it logically, how to say it symbolically, the next question, which is to be addressed is who is to say it. So, what is going to be the message source? Now, when we talk about the message source, formal source of information of communication could be the company or could be either the profit or not-for-profit organization, government organization, commercial organizations. Informal source of organization includes family, friends, peers, colleagues. As we have discussed earlier, consumer relies more on informal source of communication and the message could be communicated by a celebrity or a company spokesperson or an expert could be, may be a dentist or may be nutritionist, etcetera.

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v) Feedback:

- Feedback is the receiver's response to the sender, i.e. the consumer's response to the marketer's message.
- It is the acid test to determine whether the communication has been effective or not, as it is through this feedback, that the marketer gets to know whether the message has been correctly interpreted by the consumer.
- It helps the marketer to add/delete/modify his message so that the message is better understood.
- Marketers encourage feedback by including teaser elements in their ads, or by providing incomplete messages requiring closure, etc.



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Feedback is a receiver response to the sender in which the consumer response to the market message. It is an acid test to see whether the communication has been effective or not and it is going to help the marketer improve upon his message, may be modify or delete a part of it or add a part of it and basically, it is crucial in both interpersonal and impersonal communication. Of course, an interpersonal communication is much easier to judge feedback than in the cases of impersonal communication.

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6.5.5 INTEGRATED MARKETING COMMUNICATION AND MODELS OF COMMUNICATION STRATEGY:

- A marketer makes use of his *promotion* or *communication mix*, which comprises advertising, personal selling, sales promotion, publicity and direct marketing to communicate with their consumers.
- He does not use these tools in isolation; he makes judicious use of a combination of them depending upon:
 - a) the *product/service offering*;
 - b) the *objective of communication*;
 - c) the *target audience*;
 - d) the *environment*.



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Now, this brings us to the next topic in a particular module, which is integrating marketing communication and the models of communication strategy. So, marketer basically makes use of his communication mix, five tools of the communication mix and which is advertising, personal selling, sales promotion, publicity and direct marketing. He does not use these tools in isolation, but he uses them together as a judicious mix, so as to be able to gain the maximum advantage. Now, when he makes a decision with respect to the mix, he has to create in his mind the product or service offerings, the target audience, the objective of the message and the environment.

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Integrated marketing communication:

- It is defined as a mix of both the message as well as the media strategy, so that the messages are transmitted via different media to the target segment(s) in a regular and consistent manner.
- Integrated communication is important so that a single message is communicated to the audience by the various channels or media in order to avoid confusion.

The various tools are not used in isolation, but they are used in a judicious and coordinated manner.

There are two theories that need to be discussed here, viz.,

- 1) The Hierarchy of Effects Model; and
- 2) The Brand Experience Theory.



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Talking about integrated marketing communication, it is a mix of both the message as well as the media strategy. So, the messages are transmitted by a media to the target segment or target audience in a more effective, most regular and consistent manner. It is actually combination of the media strategy, as well as, the message strategy to ensure, to ensure, that a regular flow of or consistent flow of messages, flows from the marketer to the consumer. So, there are two theories that you need to discuss here, the hierarchy of effects model and the brand experience theory.

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1) The Hierarchy of Effects Model:

- proposed by **Robert Lavidge and Gary Steiner**.
- the model *illustrates the steps that consumers go through while making a purchase, especially in relation to the interactivity between such stages and the communication effort on the part of the marketer.*
- In other words, the model explains, how the various stages of the buying are impacted by communication (particularly, advertisement), and how consumers use advertising in their purchase processes.

According to the Model, the buying process can be broken down into **seven steps**, viz., **unawareness, awareness, knowledge, liking, preference, conviction, and purchase.**



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Coming to the first, which is the hierarchy of effects theory. It basically depicts, you know, the steps, that go through while the consumer makes, you know, a purchase, especially in relation to interactivity between such stages and the communication effort on the part of the marketer. This particular theory was proposed by Lavidge and Steiner, the two researchers, who, who basically showed, basically laid emphasis on the various stages through which a consumer passes, you know, when he makes a purchase and he try to links these stages with the communication effort on the part of the marketer. So, it traces its source, how the various stages of buying are impacted by the communication effort, what the communication strategies are by a marketer and how the consumer use advertising in their purchase processes.

Now, according to the model the buying process can be broken into seven steps: unawareness, awareness, knowledge, liking, preference, conviction and purchase. So, if you, if you, if you look at it, basically what, what, what Lavidge and Steiner are trying to show, these are the different stages starting from, starting from unawareness, awareness, knowledge, liking, preference, conviction and purchase and through these various stages the communication effort on the part of marketer will be different. So, across these stages of you know, decision making, the communication effort, which comes from the marketer will tend to be different.

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-The seven steps can be classified under **three processes**, *cognitive or thinking component*, *affect or feeling component*, and *conative or action component*.

- *Cognitive or thinking component*: unawareness, awareness, knowledge
- *Affect or feeling component*: liking, preference, conviction
- *Conative or action component*: purchase


Further each of these components and stages can also be related to psychographic elements.

Unawareness, awareness: *Perception*

Knowledge: *Learning*

Liking and preference: *Attitude formation*

Conviction and purchase: *Decision*




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So, and the seven steps are basically classified under three processes, cognitive, affect, conative. So, if you look at this here, cognitive and thinking components will include unawareness, awareness and knowledge. Liking, preferences and conviction are the affect stage and the purchase is the conative stage. Further this can be broken up and related to psychographic components like unawareness, awareness related to perception knowledge to learning, liking and preference to attitude formation, conviction and purchase to decision making process to the final decision.

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-As per the theory, *consumers pass through each of the steps in the same sequential manner, but the speed in which they move through these stages differ from person to person.*

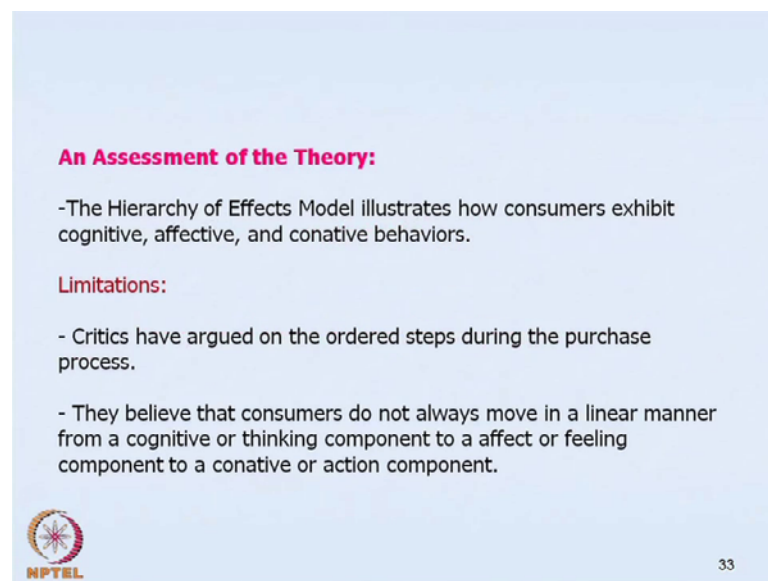
- Also, *due to personal characteristics and individual differences, it may be such that a person may not pass through all the seven steps and may even skip some of them.*



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So, you know, according to this theory all of us move through the steps in the same sequential manner, from unaware to aware, to you know, knowledge, liking, preferences, conviction and action. But the speed in which we move through will be different and vary from person to person. Also, due to personal characteristics and individual differences, a person may not pass through all of these stages and may even skip from some of them.

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An Assessment of the Theory:

- The Hierarchy of Effects Model illustrates how consumers exhibit cognitive, affective, and conative behaviors.

Limitations:


- Critics have argued on the ordered steps during the purchase process.
- They believe that consumers do not always move in a linear manner from a cognitive or thinking component to a affect or feeling component to a conative or action component.

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Now, this particular theory tries to relate consumer decision making process with the different communication effort. So, the marketer has to put in, so the, for, you know, for these seven stages, he is to, he has to have different kinds of, you know, focus, either as a cognitive focus or affect focus or feeling focus. The theory is something, which is appreciated, well expected, you know, all of us basically exhibit cognitive, effective and conative behavior.

However, the critics had argued the various steps and the various steps through which, you know, they say that the consumers do not always follow a linear model. And they do not, they do not actually move from cognitive effect to the conative change and the sequence could change as we have seen in the case of low and high involvement as per the products.

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-Thus other models have been proposed which while based on the same steps arrange them in a different manner, eg.;

- a) **Robertson's Model** (Problem recognition, Awareness, Comprehension, Attitude, Legitimization, Trial, Adoption, Dissonance)
- b) **Roger's Model** (Knowledge, Persuasion, Decision, Implementation, Confirmation)
- c) **AIDAS Model** (Attention, Interest, Desire, Action and Satisfaction)
- d) **Adoption Model** (Awareness, Interest, Evaluation, Trial, Adoption).

- Critics have also argued that depending on the nature of the purchase situation, in terms of involvement levels, (high involvement or low involvement), the thinking-feeling-action sequence would change.

- In case of low involvement, the sequence would be thinking-action-feeling sequence; and in case of high involvement, the sequence would be thinking-feeling-action sequence.

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So, that is why the other models have been proposed, which is Robertson's model or Roger's model or we have the very famous and popular AIDAS model and of course, the adoption model. We shall be discussing the adoption model subsequently in our lecture on when we do diffusion of innovation.

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2) The Brand Experience Theory:

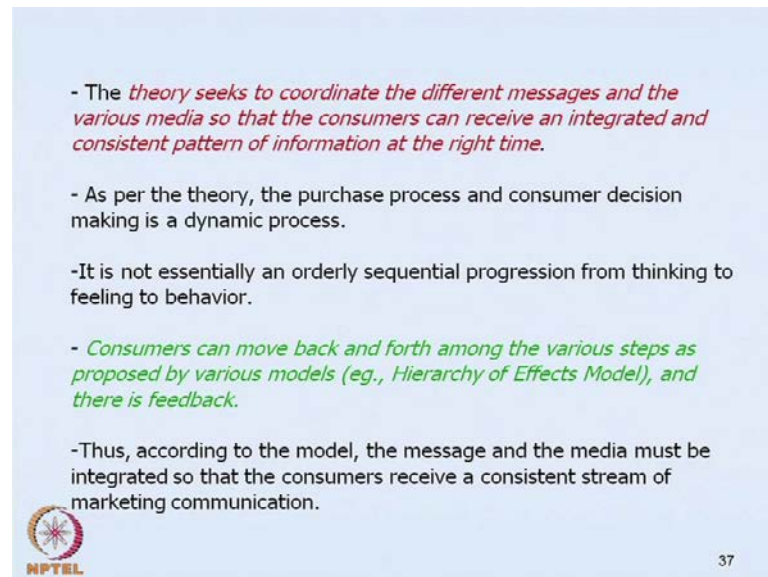
- The theory acknowledges the impact of the cumulative effort of all the tools of the promotion mix on a consumer's decision making process.
- It falls in congruence with the concept of the integrated marketing communication program.
- The consumers are exposed to an enormous amount of marketing communication from various channels and media, and are affected simultaneously by all different kinds of marketing communication.
- Many a times the information received is in disorderly; sometimes conflicting; and thus, often confusing for the consumer.
- Thus, **attention, storage, retention and retrieval of information, is highly complex.**

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Now, the other theory, which has been proposed, is the brand experience theory, which says, that the impact of which actually speaks of the impact of the cumulative effort of all the tools of promotion on the communication decision making process. It is in fact

congruence to the concept of integrated marketing communication, that consumers are exposed to a wide variety of message across wide variety of channels and simultaneously affected by the different marketing communication. So, the attention, storage, retention and retrieval is highly complex process.

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- The *theory seeks to coordinate the different messages and the various media so that the consumers can receive an integrated and consistent pattern of information at the right time.*
- As per the theory, the purchase process and consumer decision making is a dynamic process.
- It is not essentially an orderly sequential progression from thinking to feeling to behavior.
- *Consumers can move back and forth among the various steps as proposed by various models (eg., Hierarchy of Effects Model), and there is feedback.*
- Thus, according to the model, the message and the media must be integrated so that the consumers receive a consistent stream of marketing communication.

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So, the brand experience theory tries to coordinate the different message on the different media, so that the regular and consistent flow of messages can pass from marketer to the consumer or different, different kinds of message, different kinds of media are being, you know, used together to bring about flow of communication from the marketer to the consumer in a regular in a consistent fashion. So, consumers can move back and forth across the various steps are proposed by the models and there is a feedback

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Implications for a marketer:

- The approach proves to be beneficial both for the marketer as well as for the consumer.
- The marketer has access to a wide variety of media to choose from and deliver his message; the consumer is exposed to messages via such media, and the consumer is free to choose from whichever channel or media he wishes to choose from.
- The end result is an integrated form of communication, a judicious blend of the promotion mix.




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Now, implications for a marketer is this approach, should be more beneficial to the marketer as well for the consumer. The marketer has the wide variety of media to choose from and consumer is again, you know given the choice to choose his own media and channel, which he wants to choose.

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6.5.6 CONSUMER COMMUNICATION AND IMPLICATIONS FOR MARKETERS:

- Marketing communication or consumer communication, whether interpersonal or impersonal, has a great deal of relevance for the marketer.
- *Knowledge about marketing communication or consumer communication helps the marketer in a number of ways.*
- The subject has wide implications in the sense that it makes clear to the marketer that:
 1. **Consumers rely more on informal sources of communication, i.e. family, friends, peers, colleagues and people in our reference group.**
 2. **The marketer needs to decide what to say, whom to say, when and where.**




In any case, the objective of the sender is to provide information about the product/service offering as well as any changes made in terms of price, distribution and promotion.

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3. The marketer has to think of the **message content as well as the message context**; the former is factual and rational, the latter is emotional. Issues that a marketer needs to address include:

- **positively framed messages** generate a greater impact, although both **positively and negatively** framed messages can be persuasive in nature.
- **when** exposed to a consumer, **the first and the last messages or advertisements are more likely to gather attention and subsequent retention**, than those that are presented in between or in the middle. This is referred to as the primacy effect and the **recency** effect respectively.
- **when** both **favorable** and **unfavorable information** is to be presented, **favorable information should be presented first**. It creates space and greater tolerance for the unfavorable information.
- **whether** a message is **one sided** or **two-sided** would depend on the nature of the audience.



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Now, this brings us to the next topic, which is consumer communication and relevance for a marketer. A marketing communication, whether impersonal or the interpersonal has a great relevance. This subject has wide implications. We have seen how the consumers rely on more on informal source of communication. Marketer need to decide what to say, how to say, whom to say and when to say, where to say in terms of a message content and the message context.

Marketer has to think about what the content and context has to be, he is to take decisions with respect to the positively framed messages or negatively framed messages. He is to take decisions, whether just to present favorable information or unfavorable as well, whether the message should be one sided or two sided. He also needs to talk about various appeals, which has to be used.


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-through comparative advertisement, a marketer tries to illustrate the superiority of his product/service offering over competitive offerings.

- however, sometimes the effort by the marketer can backfire, to the competitors disadvantage. A comparative advertisement from a marketer may help recall the product/service offering of a competitor.

-In order to present a message symbolically, a marketer needs to use "appeals". *Advertisement appeals* could be of various kinds, viz. factual, emotional (humorous, agony etc.).


Broadly speaking, marketers use two kinds of appeals, viz., informational, factual or rational, and emotional.



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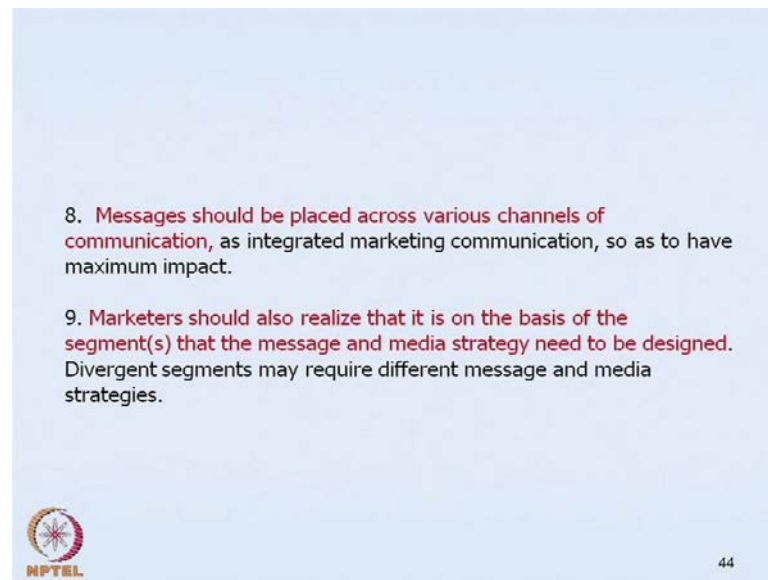
4. The marketer needs to think of the media strategy (what channel to use? Interpersonal or impersonal) as well as the message strategy (what to say, how to say it logically and symbolically).
5. The marketer should keep in mind the credibility of the source.
6. Feedback acts as an acid test to determine whether the communication has been effective or not, as it is through this feedback, that the marketer gets to know whether the message has been correctly interpreted by the consumer.
7. While feedback is important in both interpersonal and impersonal communications, it is easier to obtain customer feedback in interpersonal communication, than it is in impersonal communication.



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And broadly speaking, two appeals are used, informational and emotional and we also have another appeal, which is social appeal. Marketer also has to think about the media strategy, the credibility of the source. Of course, and very importantly, the feedback which is an acid test.

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Also, something very relevant with respect to the, the you know, the theories of communication is that messages, especially the, especially the integrated marketing communication and the, the, the brand experience theory is that the message must be placed across various channels to get the maximum level of receptivity and the maximum level of attention, retention and recall.

And the marketer must realize, that is, on the basis of segment, that the message and media strategy need to be designed. This brings us, we have spoken about the communication, we have spoken about the marketing communication, the dynamics, the various theories, the various issues that need to be discussed, in, in terms of marketing communication. So, this brings us to the conclusion of this particular session on marketing communication.

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These are the references.

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FAQs (Frequently asked Questions):

Ques 1 How do you go about planning a good "message strategy"?

Ques 2 Explain the Hierarchy of Effects Model.



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And now, coming to frequently asked questions, how do you go about planning a good message strategy. And question two, explain the hierarchy of effects model.

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Self Evaluation Tests/Quizzes:

Section A True/false:

1. The message strategy relates to the form that the message takes.
2. According to the Hierarchy of Effects Model, the buying process can be broken down into seven steps, which can be classified under two processes.
3. The Brand Experience Theory falls in congruence with the concept of the integrated marketing communication program.




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A short quiz, section A, true and false, message strategy relates to the form, that the message takes, true or false? This is a false statement. Second, according to the hierarchy of effects model, the buying process can be broken down into seven steps, which can be classified under two processes. False again, it is classified under three processes. Three, the brand experience theory falls in congruence with the concept of the integrated marketing communication program. Absolutely true, this is a true statement.

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Section B Fill up the blanks:

1. The _____ strategy relates to the content and the form of communication.
2. The communication _____ refers to the information that the marketer wants to convey to the target segment(s).
3. When the material that is presented last gains attention, it is called the _____ effect.
4. The _____ Model was proposed by Robert Lavidge and Gary Steiner.




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Fill in the blanks, the dash strategy relates to the content and the form of communication. So, this is the message strategy. Two, the communication dash refers to the information that the marketer wants to convey to the target segment, the communication content. Three, when the material that is presented last gains attention, it is called the dash effect, regency effect. The dash model was proposed by Lavidge and Steiner, the hierarchy of effects model was proposed by Lavidge and Steiner.

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Section C Multiple choice questions:

1. Broadly speaking, marketers use two kinds of appeals, viz.,
a) Informational and emotional
b) Fear and humor
c) Both of the above
d) None of the above.
2. Which of the following theories acknowledges the impact of the cumulative effort of all the tools of the promotion mix on a consumer's decision making process?
a) AIDAS Theory
b) Brand Experience Theory
c) Hierarchy of Effects Model
d) None of the above.




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Coming to multiple choice questions, broadly speaking, marketers use two kinds of appeals, viz, a, informational and emotional; b, fear and humor; c, both of the above; d, none of the above. So, answer is a, informational and emotional. Two, which of the following theories acknowledges the impact of the cumulative effort of all of the tools of the promotion mix on a consumer's decision making process: a, AIDAS theory; b, brand experience; c, hierarchy effects; d, none of the above. The answer is b, which is brand experience theory.

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Section D Short answers:

1. The message strategy requires that the marketer decides on four basic issues. Mention them.
2. Define:
 - a) Negatively framed messages
 - b) Integrated marketing communication




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Short questions, the message strategy requires, that the marketer decides on four basic issues, name them. So, the issues are message content, structure message format and message source. Second question, define negatively framed messages and integrated marketing communication. So, you need to define them.

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KEY:

Section A	True/false:	
1. False	2. False	3. True
Section B	Fill up the blanks :	
1. Message	2. Content	3. Recency
		4. Hierarchy of Effects
Section C	Multiple choice questions :	
1. a	2. b	




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Section D Short answers:

1. The message content, message structure, message format, and, message source.
2. a) Negatively framed messages are those which indicate the benefits lost or the disadvantages that a person suffers by not purchasing and using the product/service offering. For example, the Complan advertisement shows that children who don't drink Complan remain about 2 inches shorter than those who drink Complan.
- b) Integrated marketing communication is defined as a mix of both the message as well as the media strategy, so that the messages are transmitted via different media to the target segment(s) in a regular and consistent manner, and the same message is communicated via different media.



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This brings us to a conclusion of a particular session six point six, completion of our module six and completion of the psychological influences on consumer decision making. In the next session we will be beginning with the sociological influences or the group influences on consumer decision making.

Thank you.